

Marking Rubric for Exploring Tourism – Tourism New Zealand

Learning Outcome 1 – Understand the key terms and concepts associated with tourism and hospitality and the nature of these industries

Learning Outcome 2 – Analyse the current status of tourism in New Zealand in terms of the factors that influence its growth and success

Learning Outcome 3 – Understand the roles of participants in the supply of the tourism product and their inter-relationships

Student name;

| | | | |
|---|--|---|--|
| Identify and refine definitions (25 marks) | | | |
| Appendix A | | | |
| Definitions sourced from text and the internet, referenced correctly | Some but not all of the definitions are sourced from text and the internet, some referencing is provided | Limited evidence of definitions from text and internet, limited referencing | Few if any of the definitions are provided with little or no referencing |
| 20 - 25 marks | 13-19 | 6 - 12 marks | 0 - 5 marks |
| Your Mark: | | | |
| | | | |
| Investigation of Tourism New Zealand (55 marks) | | | |
| An excellent attempt at explaining the role of TNZ, who runs it, its mission and vision statements, strategic priorities, what it does and how it does it. In-text referencing evident. | A satisfactory attempt at explaining the role of TNZ, who runs it, its mission and vision statements, strategic priorities, what it does and how it does it. Some In-text referencing evident. | Limited evidence at explaining the role of TNZ, who runs it, its mission and vision statements, strategic priorities, what it does and how it does it. Limited in text referencing. | Little or no attempt at explaining the role of TNZ, who runs it, its mission and vision statements, strategic priorities, what it does and how it does it. Little or no In-text referencing evident. |
| 39 - 55 marks | 28-39 | 9 -27 marks | 0 –9 marks |
| Your Mark: | | | |
| | | | |
| References (5 marks) | | | |
| A good attempt at APA referencing is listed in alphabetical order, as a reference list | | Inadequate APA reference list | |
| 3 – 5 marks | | 0 - 2 marks | |
| Your Mark | | | |
| | | | |

| Title page, Intro, Findings, Conclusion, Recommendations (15 marks) | | | |
|---|---|--|--|
| An excellent attempt has been made of a title page, contents page, clear executive summary, findings, conclusion and recommendations. | An adequate attempt has been made of a title page, contents page clear executive summary, findings, conclusion and recommendations. | Limited attempt has been made of the title page, contents page limited executive summary, findings, conclusion and recommendations | Little or no attempt has been made of a title page, contents page, executive summary findings, conclusion and recommendations. |
| 11 – 15 marks | 8-10 | 4 - 7 marks | 0-3 marks |
| Your Mark: | | | |
| Comments: | | | |
| Total: /100 | | | |
| | | | |

Marking Rubric for Exploring Tourism – Milford Sound

Learning Outcome 2 – Analyse the current status of tourism in New Zealand in terms of the factors that influence its growth and success

Learning outcome 3 – Understand the roles of participants in the supply of the tourism product and their inter-relationships

| Supply of the tourism Product (40 marks) | | | |
|---|--|--|--|
| Excellent information on the inter-relationships between the attraction, amenities, accessibility and service, and how these affect the success of Milford Sound as a destination | Satisfactory information on the inter-relationships between the attraction, amenities, accessibility and service, and how these affect the success of Milford Sound as a destination | Some information on the inter-relationships between the attraction, amenities, accessibility and service, and how these affect the success of Milford Sound as a destination | Little or no information on the inter-relationships between the attraction, amenities, accessibility and service, and how these affect the success of Milford Sound as a destination |
| 31-40 marks | 20-30 | 10-19 marks | 0-9 |
| Your mark: Comments: | | | |
| Influence of tourism industry organisations from the public sector (30 marks) | | | |
| Excellent information on the influence of tourism industry organisations from the public sector on the development and presentation of Milford Sound as a tourism destination | Satisfactory information on the influence of tourism industry organisations from the public sector on the development and presentation of Milford Sound as a tourism destination | Some information on the influence of tourism industry organisations from the public sector on the development and presentation of Milford Sound as a tourism destination | Little or no information on the influence of tourism industry organisations from the public sector on the development and presentation of Milford Sound as a tourism destination |
| 20 - 30 marks | 15-19 | 9 - 14 marks | 0 -8 marks |
| Your Mark: Comments: | | | |
| Influence of tourism industry organisations from the private sector (30 marks) | | | |
| Excellent information on the influence of tourism industry organisations from the private sector on the development and presentation of Milford Sound as a tourism destination | Satisfactory information on the influence of tourism industry organisations from the private sector on the development and presentation of Milford Sound as a tourism destination | Some information on the influence of tourism industry organisations from the private sector on the development and presentation of Milford Sound as a tourism destination | Little or no information on the influence of tourism industry organisations from the private sector on the development and presentation of Milford Sound as a tourism destination |

| | | | |
|-------------------------|-------------|--------------|-------------|
| 20 - 30 marks | 15-19 marks | 9 – 14 marks | 0 – 8 marks |
| Your Mark: Comments: | | | |
| Total mark: /100 | | | |

Marking Rubric for Assessment 1 – Marketing Section – Dunedin

Learning Outcome 4 – The role of marketing destination marketing

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|--|---|--|--|
| 4P's (15 marks) | | | |
| All 4P's are identified and an example for each provided. | A satisfactory attempt has been made of the 4p's some examples provided | Some but not all of the 4P's are identified and/or the examples provided are not adequate. | Few if any of the 4P's are identified and/or the examples provided are not relevant. |
| 12 - 15 marks | 8-11 marks | 7 - 3 marks | 0-2 |
| Your Mark: | | | |
| Comments: | | | |
| | | | |
| 3 P's (10 marks) | | | |
| Extra 3P's are identified and an example provided. | A satisfactory attempt has been made of the 3p's, and examples provided | Some but not all of the 3P's are identified and examples provided are adequate. | Few if any of the 3P's are identified and/or the examples provided are not relevant. |
| 8 - 10 marks | 6-7 marks | 3 – 5 marks | 0 – 2 marks |
| Your Mark: | | | |
| Comments | | | |
| | | | |
| SWOT Analysis (45 marks) | | | |
| Dunedin's positioning, image, branding, and target market is identified. SWOT analysis completed to a high standard. | Dunedin's positioning, image, branding, and target market is identified adequately. The SWOT is satisfactory. | Some of Dunedin's positioning, image, branding and target market have been identified. SWOT is limited | Dunedin's positioning, image, branding, and target market is not adequately identified. The SWOT analysis is not satisfactory. |
| 32 - 45 marks | 23-31 marks | 16 - 22 marks | 0 – 15 marks |
| Your Mark: | | | |
| Comments: | | | |
| | | | |
| Regional Areas – Geographical competition (5 marks) | | | |
| At least one other regional competitor is identified and one geographical region. | | Either one or no competitors are identified. | |
| 3 – 5 marks | | 0 -2 marks | |
| Your Mark: | | | |

Comments:

Compare and Contrast (25 marks)

An excellent attempt at comparing and contrasting Tourism Dunedin's website with one other RTO (include link) in New Zealand – has been made. Examples from each of the websites of what doesn't work well (in your opinion) and then what aspects work better in one website than the other (two examples) have been provided.

A satisfactory attempt at comparing and contrasting Tourism Dunedin's website with one other RTO (include link) in New Zealand – has been made. Some examples from each of the websites of what doesn't work well (in your opinion) and then what aspects work better in one website than the other (two examples) have been provided.

A limited attempt at comparing and contrasting Tourism Dunedin's website with one other RTO (include link) in New Zealand – has been made. Limited examples from each of the websites of what doesn't work well (in your opinion) and then what aspects work better in one website than the other (two examples) have been provided.

Little or no attempt at comparing and contrasting Tourism Dunedin's website with one other RTO (include link) in New Zealand – has been made. Examples from each of the websites of what doesn't work well (in your opinion) and then what aspects work better in one website than the other (two examples) have not been provided.

20 – 25 marks

13-19 marks

6 -12 marks

0 – 5 marks

Your Mark:

Comments:

Total: /100